

***Looking for an exciting new challenge in your fundraising career?
Want to be part of one of the biggest and most innovative global fundraising events with a growing worldwide presence?
Proactive self-starter, always ready to grasp the initiative?
Keen to be part of this outstanding organisation and to make a difference in people's lives?***

We have an exciting career opportunity for a dynamic, proactive, passionate Fundraising Campaign Manager wanting to become a vital member of our organisation based on the Northern Beaches.

At Cerebral Palsy Alliance, people are at the heart of what we do. Working for us, you'll find professional, like-minded, supportive people who share our commitment to our clients. We provide exceptional services for people living with a broad range of disabilities, to live their best life.

About the role

The September Global Campaign Manager is responsible for developing and implementing a multi-layered operational, marketing, digital and fundraising strategy for the organisation's annual flagship peer to peer digital fundraising campaign, September to effectively engage and acquire participants, and drive revenue generation within agreed campaign targets.

Please note that this role will be a 12 months maternity leave cover.

What we can offer you

When we say 'people are at the heart of what we do', this includes our team. We value and appreciate our workforce and recognise that no two people are the same. We are passionate about diversity and promote an inclusive work environment that values each other's differences.

Our employee benefits include:

- We understand you have a busy life, so have leave options that will enable you to maintain a good work-life balance;
- We can negotiate and offer flexible working arrangement for this role
- Highly competitive remuneration package that offers tax free benefits that will increase your take home pay;
- Comprehensive management training, delivering world-class structured learning to set you up for success and offer you outstanding career growth opportunities;
- Health and wellbeing benefits such as discounted gym memberships, an annual wellbeing allowance and free flu vaccinations to name a few.
- A place where you are valued, supported and appreciated.

You will be responsible for:

- Working with our internal support teams and agency partners to develop and implement the Global STEPtember digital communications plan, above and below the line advertising and promotional campaign, media plan, collateral and merchandise across all target audiences to maximise participant acquisition and conversion, and fundraising outcomes against agreed targets.
- Monitor, report and analyse efficiency of the Australian digital and traditional media plan in targeting, reaching and engaging participants; utilise findings to adjust content to ensure the achievement of campaign targets.
- Oversee the sourcing, training and management of STEPtember customer service team to effectively respond to participant enquiries and provide a high quality customer service.
- Support the September sales team in acquiring new corporate sponsors and participants and help promote and execute the September campaign to corporate partners.
- Develop and execute logistics strategy to ensure the cost-effective and efficient sourcing and distribution of campaign merchandise and collateral to individuals and corporates globally.

- Manage income and expenditure to ensure the Steptember marketing and operational strategy is delivered within the agreed budget.

Key role challenges:

- Determining campaign targets and deliverables in collaboration with the Head of Steptember Global to ensure key objectives are developed and implemented accurately and effectively.
- Identifying opportunities to maximise corporate and participant acquisition and conversion, and fundraising outcomes.
- Monitoring and evaluating results to identify gaps and opportunities for continuous improvement to successfully achieve agreed targets.
- Design and implement the participant experience strategy to maintain a high level of participant satisfaction and retention.
- Building and retaining key internal and external strategic stakeholder relationships to support the development, growth and sustainability of the campaign
- Managing and developing a team of 3 to 4 people.

We seek a self-motivated individual with:

- Experience in fundraising peer to peer campaigns and/or events
- Experience in campaign management and marketing, especially digital and social
- Demonstrated capacity to effectively manage multiple tasks and priorities under pressure
- Excellent communications skills, both written and verbal working with a high level of attention to detail.
- Demonstrated ability to liaise with a wide range of internal and external stakeholders
- Team player with a “can do” attitude

So if you would like to work for a Not-for-profit organisation that will offer you exceptional training, where you are appreciated, supported, and where you can take pride in the fact that you are making a difference each and every day, then what are you waiting for??? Apply TODAY!!!

Please click “Apply Now” or call Jelena Bogunovic on 02 9975 8443 for more information.

Cerebral Palsy Alliance is an Equal Opportunity Employer. We strongly encourage applications from those who identify as having a disability, identify as being Aboriginal or Torres Strait Islander, are culturally and linguistically diverse (CALD) or sexuality and gender diverse (LGBTIQA+)